



Simple. Secure. Everywhere. Simple. Secure. Everywhere. Simple. Secure. Everywhere. Simple. Secure. Everywhere. Simple. Secure. Everywhere. Simple. Secure. Everywhere.  
簡便。安全。無處不在。簡便。安全。無處不在。簡便。安全。無處不在。簡便。安全。無處不在。簡便。安全。無處不在。簡便。安全。無處不在。  
Simple. Sécurisé. Partout. Simple. Sécurisé. Partout. Simple. Sécurisé. Partout. Simple. Sécurisé. Partout. Simple. Sécurisé. Partout. Simple. Sécurisé. Partout.  
シンプル。セキュア。どこでも利用可能。シンプル。セキュア。どこでも利用可能。シンプル。セキュア。どこでも利用可能。シンプル。セキュア。どこでも利用可能。シンプル。セキュア。どこでも利用可能。シンプル。セキュア。どこでも利用可能。  
Einfach. Sicher. Überall. Einfach. Sicher. Überall. Einfach. Sicher. Überall. Einfach. Sicher. Überall. Einfach. Sicher. Überall. Einfach. Sicher. Überall.  
간편. 보안. 어디서나. 간편. 보안. 어디서나. 간편. 보안. 어디서나. 간편. 보안. 어디서나. 간편. 보안. 어디서나. 간편. 보안. 어디서나.  
Enkel. Säker. Överallt. Enkel. Säker. Överallt. Enkel. Säker. Överallt. Enkel. Säker. Överallt. Enkel. Säker. Överallt. Enkel. Säker. Överallt.  
簡便。安全。无处不在。簡便。安全。无处不在。簡便。安全。无处不在。簡便。安全。无处不在。簡便。安全。无处不在。簡便。安全。无处不在。  
Helppo. Turvallinen. Kaikkialla. Helppo. Turvallinen. Kaikkialla. Helppo. Turvallinen. Kaikkialla. Helppo. Turvallinen. Kaikkialla. Helppo. Turvallinen. Kaikkialla.  
ਸੋਖਾ. ਭੋਰਸੇਮੁੰਦ. ਹਰ ਜੱਗਾ. ਸੋਖਾ. ਭੋਰਸੇਮੁੰਦ. ਹਰ ਜੱਗਾ. ਸੋਖਾ. ਭੋਰਸੇਮੁੰਦ. ਹਰ ਜੱਗਾ. ਸੋਖਾ. ਭੋਰਸੇਮੁੰਦ. ਹਰ ਜੱਗਾ. ਸੋਖਾ. ਭੋਰਸੇਮੁੰਦ. ਹਰ ਜੱਗਾ. ਸੋਖਾ. ਭੋਰਸੇਮੁੰਦ. ਹਰ ਜੱਗਾ.  
Simple. Seguro. En todas partes. Simple. Seguro. En todas partes. Simple. Seguro. En todas partes. Simple. Seguro. En todas partes. Simple. Seguro. En todas partes. Simple. Seguro. En todas partes.  
Просто. Безопасно. Везде. Просто. Безопасно. Везде. Просто. Безопасно. Везде. Просто. Безопасно. Везде. Просто. Безопасно. Везде. Просто. Безопасно. Везде.

Brand Guide

**The simple, secure technology brand that's trusted worldwide**

As a global standard, Bluetooth wireless technology has become virtually ubiquitous, with over 7 billion Bluetooth enabled units shipped to date. Recognized at rates above 90% around the world, consumers have come to trust Bluetooth when it comes to simply and securely connecting their technology.

The Bluetooth brand breeds confidence and an expectation of easy-to-use connectivity. It has increasingly become the wireless technology of choice, allowing billions of diverse products from countless manufacturers to connect to one another. Bluetooth connectivity creates unmatched convenience for consumers, flexibility for product manufacturers, and new market opportunities for application developers.

The heart of the Bluetooth brand identity is in the name, which was inspired by the Danish King Harald Bluetooth who unified Denmark and Norway in the 10th century. Now, in the 21st century, unification is a guiding principle of the Bluetooth brand. Bluetooth wireless technology connects innovative products and companies to consumer aspirations. For us, that means delivering consistency in image, word, and icon; knowing the possibilities and delivering them accurately and clearly.

Only Bluetooth SIG member companies are licensed to use the Bluetooth word mark in association with their products, as agreed to in the Bluetooth Trademark License Agreement (BTLA). As such, the Bluetooth word mark and logos should only be used in relation to products that have undergone and passed the Bluetooth Qualification Process. To continue to promote the best possible brand experience for our users, we ask all members to be diligent in abiding by the guidelines that have been outlined in this Bluetooth brand book.

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## The Bluetooth® Trademarks

### The Bluetooth word mark

**Bluetooth®**

Traditional Chinese translation “藍牙”  
Simplified Chinese translation “蓝牙”

### The Bluetooth figure mark



### The Bluetooth combination mark



### The Bluetooth Smart mark



### The Bluetooth Smart Ready mark



The Bluetooth SIG's rights in the Bluetooth word mark encompass all upper and lower case, bold, italicized or plain text schematics of the word “Bluetooth.” Licensees can download Bluetooth trademarks at [www.bluetooth.org](http://www.bluetooth.org).

### About the Bluetooth registered trademark symbol

The Bluetooth SIG has aggressively pursued the registration of the Bluetooth trademarks on a worldwide basis. In January 2003, the Bluetooth SIG succeeded in its endeavor to register the marks to the degree that they can now be accompanied by the registered trademark symbol “®” by licensees on a worldwide basis. For information as to whether a particular Bluetooth trademark has been registered in a specific country, please contact the Brand Manager at [brand.manager@bluetooth.com](mailto:brand.manager@bluetooth.com).

As detailed herein, in most circumstances the registered trademark symbol “®” should consistently be used with the Bluetooth trademarks. However, in the event that the use of the “®” symbol with a Bluetooth trademark on a product, or as part of a product display feature, is impractical due to the small size of the Bluetooth mark or the shape or size of the product on which the mark appears, the licensee may omit the “®” symbol on such a product or product display feature, provided, however, that appropriate language identifying and attributing the Bluetooth trademarks to the licensor is included in printed materials accompanying the product (e.g., user's guides, owner's manuals, product brochures, product packaging, etc.) and the “®” symbol is used with the Bluetooth trademarks in the first and most prominent instances in which the trademarks appear in all literature, packaging, and other materials accompanying the product.

### Violation

It is paramount to point out that parties may only use the Bluetooth trademarks as trademarks if they are licensed to do so by Bluetooth SIG, Inc.

The Bluetooth brand elements or the brand may not be used in a fashion or manner that could impair or otherwise damage the goodwill associated with the Bluetooth brand or the Fellow Adopters (Promoters, Early Adopters and Adopters). The Bluetooth brand elements or brand shall therefore not be used in connection with products and services that do not enable any Bluetooth wireless functionality or in connection with unlawful, obscene, pornographic, excessively violent, hazardous, or otherwise poor-taste activities. In the event of material breach of these instructions, the license shall terminate.

### Where to apply the Bluetooth trademarks

The Bluetooth trademarks can be applied on licensees’:

- advertisements
- computer programs
- direct mail units
- exhibition stands
- outdoor posters
- packaging
- point-of-sale materials
- press materials
- Bluetooth enabled products & services
- product & sales literature
- radio / TV commercials
- visual aids
- websites

To discuss use of the trademark in other contexts, contact [brand.manager@bluetooth.com](mailto:brand.manager@bluetooth.com). Rights by licensees to use the trademarks on products and / or in association with products is dependent upon the qualification of said product and is outlined in the Bluetooth Trademark License Agreement with the Bluetooth SIG, Inc.

### Trademark legend or footnote

Whenever the Bluetooth word mark is used in a particular piece, it must be attributed with an appropriate trademark footnote. Within the attribution footnote, the registered trademark symbol “®” should appear in superscript immediately after the Bluetooth word mark. The footnote may be presented in small type but must be large enough to be legible. This footnote generally appears at the end of a document or on the back of a package, but it may appear at the bottom of a press release or a web page or the inside cover of technical documentation.

### Recommended footnote text to be used with the Bluetooth word mark, figure mark, and combination mark

“The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners.”

If a footnote cannot be applied on a product, the footnote must be clearly printed on the product’s associated packaging and printed matter.

### Use of the “®” symbol with the Bluetooth word mark

The registered trademark symbol “®” should be added in superscript format immediately following the word mark wherever the word mark first and most prominently appears on product packaging, products, web pages, and marketing pieces, and in textual information.

**Correct:** *Bluetooth*® wireless technology

### Spelling

The Bluetooth word mark is a trademark, and as such its spelling cannot be changed. It is always to be used in either English, its Traditional Chinese translation “藍牙” or its Simplified Chinese translation “蓝牙”; it must not be translated into other languages.

**Incorrect:** *Blåtand*® trådlösa produkter... **Correct:** 藍牙 enabled product

**Correct:** *Bluetooth*® trådlösa produkter... **Correct:** 蓝牙 enabled product

### Formatting

When using the word mark in plain text, the letter “B” must be capitalized (i.e., “Bluetooth”) and the word mark should be made to stand out in the text by either underlining the word mark, or displaying the mark in all capitals, italics, or bold font.

Example: the BLUETOOTH word mark...

Example: the *Bluetooth* word mark...

Example: the **Bluetooth** word mark...

Example: 藍牙 wireless technology

**Exception:** The Bluetooth word mark may appear in all lowercase letters if specifically referring to or referencing the Bluetooth SIG websites (e.g., “[www.bluetooth.com](http://www.bluetooth.com)” or “[bluetooth.org](http://bluetooth.org)”, etc.).

### Correct form

The Bluetooth word mark should not be used as a noun. Upon first and most prominent uses on any given web page, brochure, packaging, advertisement, or other marketing piece, the Bluetooth word mark must be followed by the phrase “wireless technology” or another secondary generic term to identify the appropriate product or service category and emphasize that the Bluetooth word mark is referring to a particular type of technology.

**Correct:** A notebook computer with *Bluetooth®* wireless technology

**Correct:** Wireless products featuring *Bluetooth®* technology

**Correct:** A company offering *Bluetooth®* qualification testing services

If, due to size limitations on an electronic display screen (e.g., cell phone user interface, website tabs), it is impractical to use a secondary term after the Bluetooth word mark, the licensee may omit the secondary term.

In certain limited circumstances, specifically, when referring in text to qualified products that incorporate Bluetooth Core Specification Version 4.0 (or higher) with Generic Attribute Profile (GATT) based architecture, feature a single mode low energy radio, and use the GATT-based architecture to enable functionality of the product, the descriptive term “Smart” may be used with a generic term (e.g., device, product, headset, heart monitor, keyboard, etc.) after the Bluetooth word mark instead of the phrase “wireless technology.” In this case, the registered trademark symbol ® should appear in superscript format immediately following the Bluetooth word mark, and no trademark symbol may be used after the descriptive or generic terms following the Bluetooth word mark. The term “Smart” may not follow the Bluetooth word mark when referring to products that do not meet the requirements set forth in the first sentence of this paragraph. Refer to [pages 21-25](#).

**Incorrect:** Bluetooth smart® headset

**Incorrect:** Bluetooth® Smart™ device

**Correct:** *Bluetooth®* Smart heart monitor

**Correct:** *Bluetooth®* smart device(s)

Similarly, when the Bluetooth word mark is used in text to refer to qualified products that (1) incorporate Bluetooth Core Specification Version 4.0 (or higher) with GATT-based architecture, (2) feature a dual-mode radio (i.e., a low energy radio and a BR / EDR radio, both of which may be activated), and (3) use the GATT-based architecture to provide a means by which the end user can choose to update functionality for a Bluetooth Smart device on the Bluetooth Smart Ready device, the descriptive terms “Smart Ready” may be used with a generic term (e.g., device, product, phone, television, etc.) after the Bluetooth word mark instead of the phrase “wireless technology.” Again, the registered trademark symbol ® should appear in superscript format immediately following the Bluetooth word mark, and no trademark symbol may be used after the descriptive or generic terms following the Bluetooth word mark. The terms “Smart Ready” may not follow the Bluetooth word mark when referring to products that do not meet the requirements set forth in the first sentence of this paragraph. Refer to [pages 21-25](#).

**Incorrect:** Bluetooth smart ready® phones

**Incorrect:** Bluetooth® Smart Ready™ devices

**Correct:** *Bluetooth®* smart ready television

**Correct:** *Bluetooth®* Smart Ready device(s)

### Correct form (continued)

No possessives or plurals or hyphenations.

**Incorrect:** Bluetooth's Specification includes...

**Correct:** The Specification for *Bluetooth* wireless technology includes...

**Incorrect:** The world is becoming increasingly dependent on Bluetooth to achieve compatibility

**Correct:** The world is becoming increasingly dependent upon products featuring *Bluetooth* wireless technology to achieve compatibility

**Incorrect:** Bluetooth-enabled products...

**Correct:** *Bluetooth* wireless technology enabled products...

No verbs.

**Incorrect:** Bluetooth your message...

**Correct:** Communicate via *Bluetooth* wireless technology...

No puns.

Consistent and appropriate use of Bluetooth trademarks benefits all Bluetooth SIG members. Accordingly, do not make puns out of the Bluetooth word mark or portray it in a negative manner.

No abbreviations.

As the Bluetooth word mark is a trademark, it must always be spelled out correctly.

**Correct:** *Bluetooth* wireless technology

**Incorrect:** BT wireless technology

**Correct:** *Bluetooth* version 2.1 + EDR or *Bluetooth* v2.1 + EDR

**Incorrect:** BT2.1 + EDR

**Correct:** *Bluetooth*® Smart heart monitors

**Incorrect:** BTS heart monitors

### Company, business and trade names

The Bluetooth word mark must not be incorporated as part of a company, business or trade name. Only the Bluetooth SIG, Inc. is permitted to use the word mark in such a manner.

**Incorrect:** Bluetooth Consultants, Bluetooth Enterprises, MyBluetooth, Inc.

### Websites

The Bluetooth word mark is not to be used in a domain name or as a URL. The only exceptions to the rule are for the domain names owned by Bluetooth SIG, Inc. For example: [www.bluetooth.com](http://www.bluetooth.com) and [www.bluetooth.org](http://www.bluetooth.org).

**Incorrect:** [www.bluetooth.se](http://www.bluetooth.se), [www.unpluggedbluetooth.com](http://www.unpluggedbluetooth.com), [www.blue2th.com](http://www.blue2th.com), [www.bluetooth.sig.com](http://www.bluetooth.sig.com), [www.bluetooth.biz.com](http://www.bluetooth.biz.com)

**Correct:** [www.companyname.com/bluetooth](http://www.companyname.com/bluetooth)

### Relationship to licensee brand; Product Naming Rule

When using the Bluetooth word mark, it should always be apparent which company is the licensee of the trademark. The Bluetooth word mark may be incorporated into product names and may be used with the licensee's house mark, but when used for such purposes the registered trademark symbol "®" should be added in superscript format immediately following the word mark and the word mark must be formatted in a manner designed to indicate its status as a trademark.

**Correct:** IBM *Bluetooth*® PC Card

**Correct:** Motorola *Bluetooth*® Wireless Headset

**Incorrect:** IBM Bluetooth PC Card

**Incorrect:** Bluetooth PC Card

Image example on [page 11](#)

### Relationship to licensee brand; Product Naming Rule (continued)



**Incorrect:** Combining Bluetooth combination mark with licensee trademark

### Recommended footnote text

Whenever the Bluetooth word mark is used in a particular piece, it must be attributed with an appropriate trademark footnote. Recommended footnote text can be found on [page 5](#).

### The Bluetooth figure mark

The Bluetooth figure mark, stand-alone, is a trademark. The Bluetooth figure mark is designed with inspiration from the runic characters of “H” and “B” (initials of Harald Bluetooth).

Aside from the two limited exceptions discussed below, always make sure that the integrity of the figure mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are as follows:

- The registered trademark symbol, ®, is to be printed as part of the figure mark, as illustrated on [page 13](#).
- The free zone may be reduced to a minimum of one-eighth (1/8) of the height of the figure mark when using the figure mark (standing alone) in electronic displays where size limitations prevent a larger free zone. For example, the free zone may be reduced when using the figure mark near the edge of an electronic display screen or adjacent to an electronic display divider line. It is not acceptable, however, to use a reduced free zone when the figure mark is displayed next to an informational element such as a company name, third party logo or other graphic element. This particular exception only pertains to electronic displays; all printed materials and product packaging must adhere to the standard “half the height of the figure mark” free zone requirement.

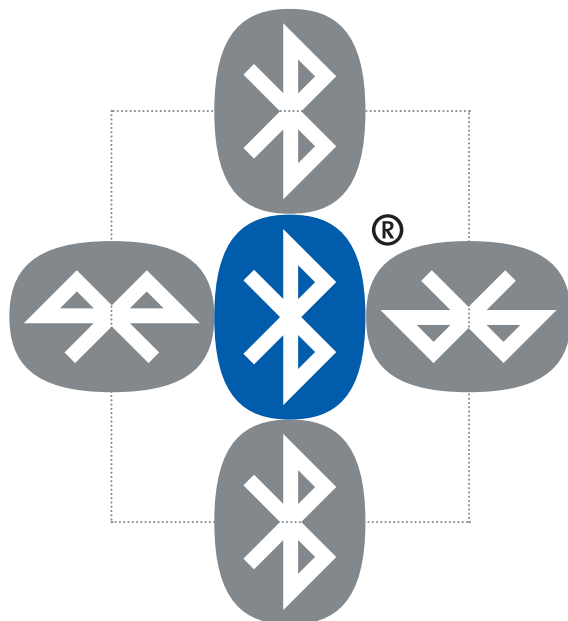
The Bluetooth figure mark must not appear on licensee products, product packaging, product promotion literature, etc., without the licensee’s house mark or trademark being present.

Furthermore, the Bluetooth figure mark is to be applied in such a manner as to ensure that the Bluetooth figure mark is not perceived as the product brand. The Bluetooth figure mark may not dominate a licensee’s own house marks or trademarks. A licensee’s own trade name must be easily recognizable on the licensee products, product packaging, product promotion literature, etc.



## The Bluetooth® Figure Mark

### Bluetooth figure mark “free zone”



The distance between the figure mark and the edges of the free zone is equal to half the height of the figure mark as shown above.

### Bluetooth figure mark color



### Figure mark color

The figure mark can be reproduced in black, inverted, or in blue. When the figure is placed on an actual product, it is also possible to engrave it if this is preferred to printing the overall design in white or black. When in blue, the following specification shall be used:

Pantone 286 coated, Pantone 286 uncoated

Cyan: 100%, Magenta: 60%, Yellow: 0%, Black: 6%

Red: 34 Green: 96 Blue: 165

With the full color figure mark, the Stylized B (also known as the “runic HB”) is transparent and can only be either color matched to the solid color background (i.e., if the background is red, the stylized B can be red) or it can be white. The background and the Stylized B cannot be two different colors. When using a black or white version of the figure mark, the Stylized B can only be color matched to the solid color background. If the figure mark is printed on clear, transparent packaging, the stylized B should be left transparent such that the background color, which must be a solid color, shows through the Stylized B.

### Figure mark resolution

The figure mark should always be represented with the best possible quality and the highest possible resolution. When an unmodified figure mark is shown on a computer or equivalent screen, the lowest possible resolution allowed is 16x16 pixels. A figure mark below 16x16 pixels is not permitted, as it becomes unrecognizable as an identification icon. However, we recommend that the functionality icon, as shown on [page 16](#), be used at either 8x8 or 6x6 pixels.



### Figure mark used on electronic displays

Solely for the display of Bluetooth marks on an electronic display, the licensee may modify the color of the Stylized B component of the Bluetooth marks as follows. If the Bluetooth marks are used on a solid color display, the color of the Stylized B may match the color of the display background. If the Bluetooth marks are used on a multi-colored or patterned background and the licensee chooses not to use the color blue for the Stylized B, the Stylized B must be displayed in solid green, red, gray, or black, provided, however, that the back-light illuminating the respective Bluetooth marks is blue. If, for purposes of maintaining consistency on electronic display screens or because of the nature of the electronic display, the licensee would like to use a slightly modified figure mark or to modify the background of the figure mark (e.g., to apply gradation or mirror effects, or to apply a different color, or to use a semi-transparent background), express approval from Bluetooth SIG must be obtained prior to such use.

Please contact [brand.manager@bluetooth.com](mailto:brand.manager@bluetooth.com) for any such requests or questions. Please note that exceptions will only be considered for uses of the figure mark on electronic displays; all printed materials and product packaging must conform to the standard guidelines.

### Recommended footnote text

Whenever the Bluetooth figure mark is used in a particular piece, it must be attributed with an appropriate trademark footnote. Recommended footnote text can be found on [page 5](#).

### Bluetooth figure mark resolution



The figure mark is reproduced in 16x16 pixels. This is the lowest possible resolution allowed.



Recommended functionality icon reproduced in 8x8 pixels.



Functionality icon reproduced in 6x6 pixels. This solution must only be used if the 8x8 option is not feasible.



Solely for the display of Bluetooth marks on an LED the licensee may modify the color of the Stylized B to green, red, gray, or black, provided however, that the backlight illuminating the Bluetooth mark is blue.

### Unacceptable uses of the Bluetooth figure mark



**Incorrect:** Using figure mark symbol on gradient, patterned background or an image



**Incorrect:** Adding drop shadow, graphic emboss, or other graphic altering to the logo

## The Bluetooth® Combination Mark

### The Bluetooth combination mark

The Bluetooth combination mark is a trademark and consists of:

- The Bluetooth figure mark, AND
- The Bluetooth word mark

It is strongly suggested that licensees use the combination mark whenever possible in an effort to build awareness of the brand.

Aside from the two limited exceptions discussed below, always make sure that the integrity of the combination mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are as follows:

- The registered trademark symbol, ®, is to be printed as part of the combination mark, as illustrated to the right.
- The terms “SMART” or “SMART READY” may appear below the mark, in accordance with the guidelines found on [pages 21-25](#).

The Bluetooth combination mark can be reproduced with:

- Blue figure mark and black word mark on light background.
- Black combination mark on light background.
- Transparent white combination mark on dark background.
- Blue figure mark with white stylized B and white word mark on dark background.
- When the combination mark is placed on an actual product, it is also possible to engrave it if this is preferred to printing the overall design in white or black.
- When embroidering the logo on a dress shirt, it is okay to embroider on a pin striped background. However, all other cases of embroidery should be done on a solid background.

### Bluetooth combination mark



### Bluetooth combination mark “free zone”



The distance between the combination mark and the edges of the free zone is equal to half the height of the “B” as shown above.

### Acceptable Bluetooth combination mark reproduction



## The Bluetooth® Combination Mark

### The Bluetooth combination mark with licensee products

Your use of the Bluetooth combination mark should follow the instructions in this book. Please keep the following in mind:

- You should never use the Bluetooth combination mark without a licensee house mark or trademark being easily recognizable nearby. Furthermore, the licensee's own trade name must be easily recognizable on the licensee's products, product packaging, and product promotion literature, etc.
- The Bluetooth combination mark should not dominate the licensee's trademarks.
- With the exception of products branded with the Bluetooth Smart marks, do not intrude on the free zones of the combination mark elements.
- You should not alter the design of the combination mark elements by adding shadows or changing the color.
- All products bearing the combination mark or figure mark are required to have been certified through the Bluetooth Qualification Program as outlined in the Bluetooth Trademark License Agreement.

### Recommended footnote text

Whenever the Bluetooth combination mark is used in a particular piece, it must be attributed with an appropriate trademark footnote. Recommended footnote text can be found on [page 5](#).

### Unacceptable Bluetooth combination marks



**Incorrect:** Moving the Bluetooth figure mark



**Incorrect:** Using registered trademark symbol at baseline of combination mark



**Incorrect:** Using combination mark on gradient, patterned background or image



**Incorrect:** Adding drop shadow, graphic emboss, or other graphic altering of the logo

### The Bluetooth Smart Marks

To help educate consumers and ensure connectivity with products and services incorporating the Bluetooth Core Specification Version 4.0, the Bluetooth SIG has developed the Bluetooth Smart and Bluetooth Smart Ready trademarks, as shown to the right and [page 24](#).

#### Bluetooth Smart Mark

The Bluetooth Smart mark is a trademark and consists of:

- The Bluetooth combination mark, AND
- The descriptive term “SMART”

The Bluetooth Smart mark was developed for use in connection with qualified devices that meet the following three requirements:

1. Incorporate Bluetooth Core Specification Version 4.0 (or higher) with GATT architecture,
2. Feature a single mode low energy radio, AND
3. Use the GATT-based architecture to enable particular functionality of the device.

Licensees that opt to use the Bluetooth trademarks in connection with qualified devices (e.g., headsets, heart rate monitors, watches, etc.) that meet these three criteria may use the Bluetooth Smart mark. Licensees may also continue to use the traditional Bluetooth trademarks (the Bluetooth word mark, the figure mark and / or the combination mark) in connection with such devices. Please note, however, that licensees are strictly prohibited from using the Bluetooth Smart mark with any products or services that do not meet the three requirements set forth above.

All trademark usage requirements set forth in [pages 17-20](#) apply to the Bluetooth Smart mark, with the limited exception of the free space requirements for the Bluetooth combination mark. In addition, when used in connection with the Bluetooth combination mark, the term “Smart” may only be displayed in blue, black or white.

#### Acceptable Bluetooth Smart mark reproduction



#### Unacceptable uses of the Bluetooth Smart mark



**Incorrect:** Moving the “Smart” text



**Incorrect:** Using “Smart” text with the figure mark alone



**Incorrect:** Abbreviating “Smart”



**Incorrect:** Using the word “Smart” in a color other than black, blue or white

## The Bluetooth® Smart Marks

### Bluetooth Smart Ready Mark

The Bluetooth Smart Ready mark is a trademark and consists of:

- The Bluetooth combination mark, AND
- The descriptive terms “SMART READY”

The Bluetooth Smart Ready mark was developed for use in connection with qualified devices that meet the following three requirements:

1. Incorporate Bluetooth Core Specification Version 4.0 (or higher) with GATT architecture,
2. Feature a dual-mode radio (low energy radio + BR / EDR radio) where both radio modes may be activated, individually or simultaneously,
3. Use the GATT-based architecture to provide a means by which the end user can choose to update functionality for a Bluetooth Smart device on the Bluetooth Smart Ready device.

Licensees that opt to use the Bluetooth trademarks in connection with qualified devices (e.g., TVs, laptops, tablets, PCs, phones, PDAs, etc.) that meet these three criteria may use the Bluetooth Smart Ready mark.

It is further recommended that a Licensee that opts to use the Bluetooth Smart Ready mark provide a means for third parties to create applications for Bluetooth Smart devices that execute on the Bluetooth Smart Ready device. Licensees may also continue to use the traditional Bluetooth trademarks (the Bluetooth word mark, the figure mark and / or the combination mark) in connection with such devices. Please note, however, that licensees are strictly prohibited from using the Bluetooth Smart Ready mark with any products or services that do not meet the three requirements set forth above.

All trademark usage requirements set forth in [pages 17-20](#) apply to the Bluetooth Smart Ready mark, with the limited exception of the free space requirements for the Bluetooth combination mark. In addition, when used in connection with the Bluetooth combination mark, the terms “Smart Ready” may only be displayed in blue, black or white.

### Acceptable Bluetooth Smart Ready mark reproduction



### Unacceptable uses of the Bluetooth Smart Ready mark



**Incorrect:** Moving “Smart Ready”



**Incorrect:** Using “Smart Ready” with just the figure mark



**Incorrect:** Abbreviating “Smart Ready”



**Incorrect:** Using the words “Smart Ready” in a color other than black, blue or white

### Referring to Bluetooth Smart Devices or Bluetooth Smart Ready Devices in Text

When referring in text to qualified products that incorporate Bluetooth Core Specification Version 4.0 (or higher) with Generic Attribute Profile (GATT) based architecture, feature a single mode low energy radio, and use the GATT-based architecture to enable functionality of the product, the descriptive term “Smart” may be used with a generic term (e.g., device, product, headset, heart monitor, keyboard, etc.) after the Bluetooth word mark instead of the phrase “wireless technology.” In this case, the registered trademark symbol ® should appear in superscript format immediately following the Bluetooth word mark, and no trademark symbol may be used after the descriptive or generic terms following the Bluetooth word mark. The term “Smart” may not follow the Bluetooth word mark when referring to products that do not meet the requirements set forth in the first sentence of this paragraph.

Similarly, when referring in text to qualified products that (1) incorporate Bluetooth Core Specification Version 4.0 (or higher) with GATT-based architecture, (2) feature a dual-mode radio (i.e., a low energy radio and a BR / EDR radio, both of which may be activated), and (3) use the GATT-based architecture to provide a means by which the end user can choose to update functionality for a Bluetooth Smart device on the Bluetooth Smart Ready device, the descriptive terms “Smart Ready” may be used with a generic term (e.g., device, product, phone, television, etc.) after the Bluetooth word mark instead of the phrase “wireless technology.” Again, the registered trademark symbol ® should appear in superscript format immediately following the Bluetooth word mark, and no trademark symbol may be used after the descriptive or generic terms following the Bluetooth word mark. The terms “Smart Ready” may not follow the Bluetooth word mark when referring to products that do not meet the requirements set forth in the first sentence of this paragraph.

### Specification Naming Conventions

Each product can use a specification name to describe the core features the product implements. This specification name is to be used in product marketing information. A specification name is a number optionally followed by an identifier indicating Core Configurations implemented and qualified. Core Configurations are defined in Volume 0, Part B of the Bluetooth Core Specification Version 4.0. All product types shall adhere to the specification naming conventions.

Examples of specification names are: 2.1 + EDR, 3.0 + HS, 4.0, and 4.0 + HS.

### End Product Specification Naming Conventions

The specification name that shall be used by the End Product is defined by this section.

The numerical part of the specification name shall be determined by the following table.

An implementation of the Bluetooth core system has only one Primary Controller which may be one of the following configurations:

- BR / EDR Controller
- An LE Controller
- A combined BR / EDR Controller portion and LE controller portion into a single Controller

Primary Controller configurations are defined in Volume 1, Part A of the Core Specification. The Primary Controller is the BR / EDR Controller in Core Specifications 3.0 + HS and earlier. End Products shall implement the Low Energy Core Configuration or the Basic Rate and Low Energy Combined Core Configuration in order to use the Specification Name 4.0

Controller Parts	Host Parts					
	2.0	2.1	3.0	4.0*	4.0**	4.0***
	2.0	2.0	2.0	2.0	2.0	2.0
	2.1	2.0	2.1	3.0	3.0	3.1
	3.0	2.0	2.1	3.0	3.0	3.1
	4.0 <sup>†</sup>	2.0	2.1	3.0	3.0	3.1
	4.0 <sup>††</sup>	2.0	2.1	3.0	3.0	3.1
						4.0

Implementations complying with the **Host** or **Controller** Parts of the Core Configuration for the Specification Version

**4.0\*** implementations compliant to the BR Core Configuration Host Requirements (see Vol 0, Part B, Section 4) without ATT and GATT compliant support

**4.0\*\*** implementations compliant to the BR Core Configuration Host Requirements (see Vol 0, Part B, Section 4) with ATT and GATT compliant support

**4.0\*\*\*** implementations compliant to either the BR and LE Combined Core Configuration Host Requirements or the LE Core Configuration Host Requirements (see Vol 0, Part B, Section 4).

**4.0<sup>†</sup>** implementations compliant to the BR Core Configuration Controller Requirements (see Vol 0, Part B, Section 4).

**4.0<sup>††</sup>** implementations compliant to either the BR and LE Combined Core Configuration Controller Requirements or the LE Core Configuration Controller Requirements (see Vol 0, Part B, Section 4).

Note: The AMP Controller version is not used to determine the resulting specification version of the End Product.

Once a specification version has reached the end of the deprecation period, it is no longer allowed to be used.

## End Product Specification Naming Conventions (continued)

The allowed identifier (e.g. “+ EDR” or “+ HS”) shall be determined by the following table using the supported Core Configurations of the Host and Controllers.

Controller Core Configuration(s)	Host Core Configuration(s)				
	BR	BR & HS	BR & LE	BR, LE, & HS	LE
	BR	*	*	*	X
	BR & EDR	+EDR	+EDR	+EDR	X
	BR, EDR & HS	+EDR	+HS	*	X
	BR & LE combined	*	*	*	*
Controller Core Configuration(s)	BR & LE combined, & EDR	+EDR	*	*	*
	BR & LE combined, EDR & HS	+EDR	+HS	*	*
Controller Core Configuration(s)	LE	X	X	*	*

**X** indicates that the combination of Host Core Configurations and Controller Core Configurations cannot result in an End Product. A combination without an identifier is a legal combination that lacks any specific identifier.

**+ EDR** identifier shall only be used when the resulting End Product specification name is 2.0 or 2.1.

**\*** indicates this combination won't add to the specification name

## Component Product Specification Naming Conventions

The numerical portion of the specification name used by components is the version of the specification it was qualified for.

If the supported Parts within the Component Product supports the requirements in the Enhanced Data Rate Core Configuration and the specification version is 2.0 or 2.1, it may use the “+ EDR” identifier. If the supported Parts within the Component Product supports the requirements in the High Speed Core Configuration, it may use the “+ HS” identifier.



## Subsystem Product Specification Naming Conventions

The specification name that shall be used by Host Subsystems and Primary Controller Subsystems is defined in this section. The numerical part of the specification name shall be determined by the following table.

The specification name used for High Speed Only Controller Subsystems is “3.0 + HS”.

If the supported Parts within the Subsystem Product supports the requirements in the Enhanced Data Rate Core Configuration and the specification version is 2.0 or 2.1, it may use the “+ EDR” identifier. If the supported Parts within the Subsystem Product supports the requirements in the High Speed Core Configuration, it may use the “+ HS” identifier.

Specification Version	Numerical Part of the Specification Name
2.0 Host or Controller Subsystems	2.0
2.1 Host or Controller Subsystems	2.1
3.0 Host or Controller Subsystems	3.0
4.0 Controller Subsystem that complies with the BR Controller Core Configuration (see Vol 0, Part B, Section 4)	3.0
4.0 Controller Subsystem that complies with the BR & LE Controller Core Configuration or LE Controller Core Configuration (see Vol 0, Part B, Section 4)	4.0
4.0 Host Subsystem that complies with the BR Host Core Configuration (see Vol 0, Part B, Section 4) without ATT & GATT support	3.0
4.0 Host Subsystem that complies with the BR Host Core Configuration (see Vol 0, Part B, Section 4) with ATT & GATT support	3.1
4.0 Host Subsystem that complies with the BR & LE Core Configuration or LE Host Core Configuration (see Vol 0, Part B, Section 4)	4.0

## Referencing Bluetooth Wireless Technology in Publications

References to Bluetooth wireless technology in publications should be written as follows:

- Bluetooth wireless technology
  - The phrase “wireless technology” is not capitalized
  - The Bluetooth word mark should be made to stand out
- Bluetooth high speed technology
  - The phrase “high speed technology” is not capitalized
  - The Bluetooth word mark should be made to stand out
- Bluetooth low energy technology
  - The phrase “low energy technology” is not capitalized
  - The Bluetooth word mark should be made to stand out

### Boilerplate

#### About *Bluetooth*® Wireless Technology

Bluetooth wireless technology is the global wireless standard enabling simple connectivity for a broad range of electronic devices. Version 4.0 featuring Bluetooth low energy technology creates new application opportunities for products within the mobile phone, consumer electronics, PC, automotive, health & wellness, sports & fitness and smart home industries. With nearly two billion devices shipping annually, Bluetooth technology is the only proven wireless solution for developers, product manufacturers, and consumers worldwide. Backed by industry leading companies, the Bluetooth SIG empowers more than 18,000 member companies to collaborate, innovate, and guide Bluetooth wireless technology. For more information please visit [www.bluetooth.com](http://www.bluetooth.com)

Bluetooth wireless technology: Simple. Secure. Everywhere.

#### Bluetooth SIG Background

The Bluetooth Special Interest Group (SIG) was founded in 1998 to manage and promote a new wireless communications standard for connecting devices. The intent was to create a global and open technology standard for a short-range, cable-replacement, radio technology. The Bluetooth SIG is led by a seven-company promoter group including Ericsson, Intel Corporation, Lenovo, Microsoft Corporation, Motorola Mobility, Inc., Nokia, and Toshiba Corporation.



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